

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

BCT 1024 - CRITICAL THINKING AND APPLICATION IN MANAGEMENT

(All sections/ Groups)

10 August 2022
9:00 a.m - 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS:

1. This question paper consists of **TWO** parts and **10** pages (inclusive of the cover page).
2. Please answer **ALL** questions.
 - **Part A** contains 20 multiple choice questions (40 marks). Please indicate your answers in the multiple-choice answer sheet.
 - **Part B** contains **THREE** (3) essay questions (60 marks). Answer all questions. Write down your answers in the Answer Booklet.
3. The total mark for this paper is 100 marks. This final examination will contribute 50% toward your grade in this course.

PART A: MULTIPLE CHOICE QUESTIONS (40 marks)

Read each of the items below carefully and then indicate the most appropriate response on the multiple-choice answer sheet. 2 marks for each correct answer, for a total of 40 marks.

Questions 1 and 2 are based on the following short passage below:

In 2022, gender parity in the labour force stands at 62.9 per cent, the lowest level registered since the index was first compiled. ❶

Inequities in the labour force have been significantly exacerbated during the pandemic, shuttering many sectors that had high levels of female employment - like travel and tourism or retail. ❷

At the same time, some of the sectors under greatest duress are those that employ large numbers of women - healthcare, education and other essential work. ❸

The report finds that female representation in leadership positions is disproportionate ❹

For example, only 19 per cent and 16 percent of leadership roles in manufacturing and infrastructure respectively are occupied by women. However, in sectors like non-governmental organisations and education, women hold over 40 per cent of leadership roles. ❺

While there has been progress, among Fortune 500 companies, only 8.8 per cent of the CEOs are women. ❻

The burden of care and the growing weight of the cost-of-living crisis is falling disproportionately on women. ❼

The economic stress placed on women also contributes to increased levels of mental and physical stress, creating a vicious cycle of further personal and professional challenges ❽

Closing the gender gap and making up for pandemic-related losses is thus critical for a faster, more robust recovery. ❾

The passage was excerpted from: <https://www.straitstimes.com/opinion/closing-the-gender-gap-could-help-economies-out-of-crisis-heres-how>

1. Which of the above sentences contains a subjective statement?
 - a. Sentence 1
 - b. Sentence 3
 - c. Sentence 5
 - d. Sentence 9

Continued ...

2. Which of the following statements we can **safely infer** about the passage above?
- Women representation in leadership positions is disproportionate in organisations.
 - Many organisations retrench women labours during the pandemic.
 - Women CEOs require special qualifications compared to male CEOs.
 - Economic stress places more burdens on women rather than on males.
3. Based on this sentence, “The burden of care and the growing weight of the cost-of-living crisis is falling disproportionately on women”, which of the following critical thinking standards that the writer has failed to comply with:
- Logical
 - Fairness
 - Precision
 - Breadth
4. When you are believing that products marketed by attractive people are more valuable than those marketed by non-attractive people, you have:
- insufficient focus and attention to detail
 - distorting biases and preconceptions
 - over-estimated our own reasoning abilities
 - reluctancy to critique experts

Questions 5, 6 and 7 are from the following short dialogue:

Judy: “Hey, please move away your cancer stick from me!”

Ronnie: “Excuse me? This stick of cigarette won’t do any harm. It is just one stick”

Judy: “But you have just made me a passive smoker! A passive smoker is when a person breathes in the smoke from other people's cigarettes, cigars, or pipes. Don’t you know that a passive smoker carries the same danger and diseases as a regular smoker? If you do not care about yourself at least, please be considerate about my health. If you don’t mind, please move somewhere else to smoke”

5. The underlined phrase is a/an _____:
- validity
 - analogy
 - dysphemism
 - euphemism

Continued ...

6. Judy used what form of definition when explaining to Ronnie about passive smoking?
- a. tendentious
 - b. lexical
 - c. stipulative
 - d. precisising
7. Which of the following is **TRUE** about the dialogue?
- a. The anecdote is not relevant.
 - b. The premise is implicit.
 - c. The conclusion is implicit.
 - d. The argument contains two premises.
 - e.

Questions 8 and 9 are based on the following conversation below:

Mom: "Fatin, why do you stock up so many plastic bottles in the storeroom?"

Fatin: "We can't throw them away. Every time I get rid of those plastic bottles, the next day we will receive a water supply disruption notification. Then, we must get another empty plastic bottle to store the water".

Mom: "But, we do not have any water supply disruption for the past six months. Just throw them away. I need some spaces to put my kitchenware in the storeroom".

The next day...

Fatin: "Mommm...I received an SMS. Our house will experience water disruption for three days. I told you we should not throw the plastic bottles!"

8. The above argument contains the fallacy of:
- a. ad hominem abusive
 - b. ad populum appeal to spite
 - c. post hoc
 - d. slippery slope
9. The question from Mom: "Fatin, why do you stock up so many plastic bottles in the storeroom?" is an example of a / an:
- a. Interrogative question
 - b. Rhetorical question
 - c. Persuasive question
 - d. Leading question

Continued ...

10. If your lecturer tells you that, "your argument is very vague", what could be a way to make your argument less vague?
- Provide indicator words
 - Support with a fallacy
 - Get evidence to support your argument
 - Provide a context of the argument
11. _____ are a series of statements that are worded in such a way as to make the listener/reader lose track of "which one" you are talking about.
- The most suitable answer that fits in the blank space is:
- Vague statements
 - Ambiguous statements
 - Over generality statement
 - Tendentious statements
12. Gerald: You are a theft, James.
James: What are you talking about?
Gerald: I saw you just installed a pirated Adobe Photoshop on your computer.
- Based on the dialogue above, Gerald uses _____ to illustrate his points to James.
- fallacy of false dilemma
 - post hoc fallacy
 - reasoning by analogy
 - hasty generalization
13. An analogical argument will be valid if:
- the fewer qualities the items have in common.
 - the two items being compared are not sufficiently similar.
 - the comparison is misleading us.
 - the comparison made reveals more similarities between the two things.
14. An insurance company advertisement uses this statement - "*Critical illnesses can strike anyone at any time*". This advertisement uses which advertisement ploys?
- Anxiety Ads
 - Feel good ads
 - Weasel words
 - Fine print disclaimer

Continued ...

15. All great teachers are tough graders.
Prof. Ahmad is a tough grader.
So, he must be a great teacher.

The argument is:

- a. Valid...Good
- b. Valid ... Bad
- c. Invalid ...bad
- d. Invalid ...strong

16. Every time Khairil goes to campus, he goes to the library. I saw him on campus just now. If you want to find him, just go straight to the library.

The argument is:

- a. Valid... Good
- b. Valid ... Bad
- c. Invalid ...Bad
- d. Invalid ...Strong

17. My friend Judy manages a local bookstore.
She drives a new Jaguar.
So, bookstore managers must make good money.

The argument is:

- a. Valid ...Bad
- b. Invalid...Weak
- c. Invalid ...Bad
- d. Invalid ...Strong

18. Don and Dave are both unemployed factory workers. Don has given up looking for a new job, so Dave has probably given up looking for work also.

Look at the following statements below, which one will "strengthen" the above argument:

- a. Don and Dave are the same age.
- b. Don has no family to support, whereas Dave has a sick wife and three young children.
- c. Dave recently won the lottery.
- d. Don plans to get married.

Continued ...

19. When Sally is deciding on a list of possible solutions for her problem, she is under _____ of problem-solving:

- a. stage 1
- b. stage 2
- c. stage 3
- d. stage 4

Read the conversation below about a group of academicians and teachers from the field of science and mathematics discussing how to get more students interested in pursuing studies in sciences and mathematics at the tertiary level.

Mr. Alex: We are getting fewer students enrolling in engineering and science degrees at the university level this year. This is not good for our country in the long run.

Mr. Benedict: Do we have the exact data? We cannot make that conclusion unless we have data from the past 5 years to see if indeed there is a downward trend in students' interest in the field of sciences.

Mr. Chase: If you ask me, I can tell you why this happens. There were inconsistent policies at the secondary school level where the medium of instruction to teach science and mathematics kept changing. Teachers are confused and demotivated. No wonder our students lose interest in science and math. As a math teacher and a parent of three school-going children, this frequent change in policy makes me angry and worried at the same time.

Mr. Drake: I think instead of asking why students lose interest in pursuing science and math, maybe we should ask why there are still a significant number of students interested to pursue science and math. That will give us the perspective on what we did right instead of where we went wrong.

20. Based on the Six Thinking Hats, identify and organise the sequence of hats used in the above discussion.

- a. Black, Yellow, Red, White
- b. Blue, White, Green, Green
- c. Blue, Green, Yellow, White.
- d. Black, White, Red, Blue

Continued...

PART B: FALLACIES (20 Marks)

Identify the fallacy committed in each preceding argument. Then, describe why the fallacy is assigned to each argument below.

Example:

Conversation in a car on a highway: We should cut this driver off just the same way he cut us off back when the lanes were merging.

This is ad populum appeal to spite or also known as “two wrongs make a right” because the speaker would like to take “revenge” towards the driver who undertakes the speaker. The speaker feels it is okay to do the same bad driving attitude towards the driver as a way to show his revenge.

- a. “I think Sheila will be gorgeous tonight. Why do I say this? Can’t you see how beautiful she is now?”
- b. “Just look at the condition of this university! None of the toilets are even working. The exit doors are in need of repair and there is rubbish everywhere. Why did you even decide to come here? You will never get a degree that anyone will recognize if you study at a run-down place like this”.
- c. Spa consultant to a customer: “You should bathe three times a week in a tub of whole milk to keep your skin looking young. *No one has ever proved that it doesn't work.* If you come to our spa for a milk bath, we will give you a special discount”.
- d. “Don’t listen to Syafiq’s advice on how to pass BCT 1024 exam. He seldom comes to BCT 1024 class. I bet all his advice is not trustworthy”.
- e. “My auntie had a cat that scratched her furniture so badly until it could not be used. Cats are too destructive to have as pets. Let’s never own one”.

Continued...

PART C: CREATIVE THINKING (20 MARKS)

Assuming that you are a customer service manager of a four-star hotel. You and your team were assigned by the top management to improve customer satisfaction. There have been various improvement initiatives in the past, but it was effortless considering the number of complaints received from customers in your hotel is escalating again. This time, your team members have become rather skeptical about another meeting on the subject. So, you decide to use some creative problem-solving techniques. You hope it will make the team meeting more interesting and engage people in a new way.

You divide your team into four groups. Each group is required to list down solutions based on each technique that has been assigned to them below. Your task is, to brief them about the different techniques and provide **ONE (1)** example solution to the current problem.

- a. Free association
- b. Think in reverse
- c. Shift perspective
- d. Bionics

(2 marks for the description of the technique + 3 marks for example of a solution that reflects each technique X 4 techniques = 20 marks)

Continued...

PART D: Thinking Critically about the Media (20 MARKS)

Raihan is purchasing a frozen meat burger in a local food chain store. He realises the product packaging information contains the information below:

Organic meat burger that you can feel good about.
100% organically sourced.

From Farm to Home
A healthy choice, healthy food that you should give to your family!

- Environmentally friendly
- Low up to 80% fat
- No added salt

At the bottom of the product packaging there are disclaimers using a small font size:

Disclaimers:

Natural products are made with naturally derived ingredients, which in rare cases may cause sensitivity in certain individuals. If sensitivity occurs, discontinue use immediately.

The packaging also contains a picture of his favourite singer and his son, holding the meat burgers.

Question:

Raihan remembers that he learnt a few advertisement ploys in his Critical Thinking Class. Identify **FOUR (4)** advertisement ploys available in the above packaging of the frozen meat burger.

End of page.

